

Agricultural Sales Career Development Event

New Jersey FFA Association
New Jersey Department of Agriculture
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In Cooperation with the New Jersey Department of Education

Purpose of Event

The marketing of agricultural products is a key to profitability in today's competitive economy, and agricultural sales play a major role in the marketing process. FFA activities are an integral part of the instructional program in Agriculture, Food, and Natural Resources Education. Through the Agricultural Sales event, students will have the opportunity to prepare for careers in sales by participating in a wide range of activities oriented around the total sales process.

State Core Curriculum Content Standards

Through Agriculture, Food, and Natural Resources Education, FFA is helping students meet the State Core Curriculum Content Standards in various areas. The Agricultural Sales Career Development Event teaches students about Language Arts Literacy, Visual and Performing Arts, and Career Education and Consumer, Family and Life Skills. Some examples of how the Agricultural Sales Career Development Event is meeting these standards are:

All students will develop, apply and reflect upon knowledge of the process of critique.

- FFA members learn the importance of critique through their agricultural sales call. [1.4 Visual and Performing Arts: Critique]

All students will speak in clear, concise, organized language that varies in content and form for different audiences and purposes.

- Through agricultural education, students learn customer communication skills. [3.3 - Language Arts Literacy: Speaking]

All students will develop career awareness and planning, employability skills and foundational knowledge necessary for success in the workplace.

- Students develop skills to become successful in the workplace through the demonstration of taking orders, answering phones, giving presentations, creating order forms, and working with others. [9.1 Career Education and Consumer, Family and Life Skills: Career and Technical Education]

Rules of Event

All Career Development Events will follow the general rules, which are published in the NJ State FFA Activity Guide (Form 7.000). This event will consist of four (4) phases: Phase I - Team Sales Situation (25 minutes Discussion and Prepare, 10 minutes Present, 5 minutes Questions); Phase II - Written Exam (40 min.); Phase III - Sales Call (15 minutes); Phase IV - Sales Situations (10 minutes Prepare, 12 minutes Demonstrate). All participants will compete in the same sales situation. One of the following three sales situations will be selected and announced at the beginning of the contest: Customer Relations, Order Taking /Customer Service, and Prospecting for New Customers. This event requires a team of four (4) members in order to compete. All four (4) scores are used in determining the teams rank. For more details on this event, [click here](#) consult the [National FFA Career Development Event Handbook](#).

Scoring for the New Jersey Event

(other scoring will occur on the national level)

Phase I - Team Sales Situation - 200 points

Phase II - Written Exam - 100 points

Phase III - Sales Call - 100 points

Phase IV - Practicum Areas* - 100 points

- Customer Relations
- Order Taking/Customer Service
- Prospecting for New Customers

Team Total - 1400 points Individual Total - 300 points

*One practicum will be chosen each year. Each team member will compete in the same practicum area.

[Click here to discover the Career Opportunities, SAE Opportunities and Proficiency Award Areas that correspond to the Agricultural Sales Career Development Event!](#)

Sales Situation Theme Rotational Pattern

2007 Crop Industry

2008 Natural Resources

2009 Agriculture Mechanics

2010 Horticulture Industry